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TWO DOLLARS

Implement & Tractor

The business magazine of the farm and industrial equipment industry

DECEMBER 1984

Special report: Italian Products in America

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TAKING PARTS SALES TO THE COUNTRY

page 8

Manufacturers Edition
Fuels and Lubricants

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Implement & Tractor

The business magazine of the farm and industrial equipment industry

December 1984 • Vol. 99 • No. 14

8: Taking Parts Sales to the Country. Hassenfritz, Inc., uses a van to deliver ordered parts...and to make the wholegoods sales rounds, too.

10: Does Anyone Sell at a Profit? Results of the first For Dealers Only survey indicate that many dealers don't exactly like their competitors.

11: Analyzing the Mail-Order Tractor. A look at the what, who and why behind the Agri-Power 5000 tractor that's being sold direct to farmers by mail order.

18: Farm Equipment Shipments. These important figures missed the November I&T deadline. Included are: Wheel Tractors, Attachments and Parts, Value of Shipments, 1979-1983; Farm Machinery and Garden Equipment, Attachments and Parts, Value of Shipments, 1979-1983; Shipments of Farm Machines and Equipment (in units) 1979-1983.

24: Sharing Management Information with Fellow Dealers. The second in our Management Modes articles, this looks at how Scharber & Sons, of Rogers, Minn., has used ideas from a dealer management group.

28: Junior Terry's Salvage Business. "We're a breed apart," says this veteran Missouri dealer of the used parts fraternity. Among his tips: combines make their own parts warehouses.

On the cover...Salesman Gary Lane delivers parts to farmer Kenneth Hatch in southeast Iowa.

DEPARTMENTS

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I&T Update

The Big Shakeup: IH Ag Sets Merger With Case

Pending government approval, the bulk of International Harvester's ag division will become part of Tenneco, Inc. and be merged with the J I Case ag operations sometime next year.

The government action should take at least 60 days starting from Nov. 26, when the purchase plan was announced by James L. Ketelsen, Tenneco's chairman and chief executive officer. The plan is not a total buyout. IH would stay in the truck business.

Executives on both sides caution that there will be no changes in normal operations (like parts distribution and credit for dealers and customers) until after the deal is formally closed.

Here's the broad outline of the purchase plan:

Assets and machinery

Some 30 to 40 per cent of the nation's tractor production capacity would disappear when Tenneco picks up machine tools from the IH plants at Rock Island, Ill., and Memphis, Tenn., leaving IH to dispose of the buildings.

These plants built the IH 2WD tractors in the 30 series (80 to 114 pto hp) and 50 series (136 to 187 pto hp) and the 4WD 60 series (130 to 170 pto hp.)

Tenneco would take over the Doncaster, England, plant that builds the IH 84 series (42 to 73 pto hp.) These units compete with the British-built Case/David Brown tractors from 43 to 85 pto hp.

The small IH 200 series tractors, with 18 to 30 engine hp, were not mentioned. These are built by KIMCO of Japan, of which IH owned half until selling out to Komatsu in February, 1982. Case has no offerings in that size range.

Tenneco would take over the IH combine plant at East Moline, Ill.; the implement facility at Hamilton, Ont., Canada; and the engineering works at Hinsdale, Ill., along with the parts and service network. Tenneco also gets rights to negotiate for IH plants in Germany, France and Denmark.

People and pensions

The rights to deal with about 1,750 IH outlets in North America go to Tenneco, which plans to blend them with the roughly 950 Case dealers. Consolidation, said Ketelsen, would mean about 15 per cent, or 400 dealerships, would have to "be rationalized." Case has about 160 company-owned stores.

Details of which dealer survives, and how cancellations are decided, were not disclosed when IH dealers went to Dallas and Case dealers went to Kansas City on November 28-30 to hear of the purchase plan from Ketelsen and other leaders of Tenneco, Case and IH.

"The changeover to Tenneco will be handled by professionals in a spirit of cooperation," said one IH executive who recently helped transfer the IH construction business to Dresser Industries. "Right now, nothing changes until the government approves, and after that we'll do everything we can to protect the people who bought and sold IH products."

Tenneco reportedly will absorb about 3,000 IH corporate employees and will cover $75 million in unfunded IH pension liabilities.

Unsold IH units

Tenneco's purchase price of $260 million in case and $170 million in stock does not include unsold IH finished goods, but Tenneco would have a hand in disposing of the machinery.

Bill Greenhill, IH press officer, said IH Credit Corp. will continue holding, for about two years, the notes on $1 billion in wholesale receivables – units at dealerships or in IH storage lots. Tenneco will handle the details of this paper, collecting a processing fee before paying IHCC.

Another $800 million in consumer receivables will continue being paid directly to IHCC by retail purchasers. Tenneco will lend a hand if collection or repossession problems arise.

Future machinery

In his talks to dealers, Ketelsen reminded them of the new $355 million Consolidated Diesel Corp. (CDC) engine plant, a joint Case-Cummins venture.

Ketelsen indicated these CDC engines will power future ag machines, but he gave no timetable for new product introductions. Nor did he tell the dealers exactly what the new operation would be called, other than to say "we have two strong names, both over 100 years old. We're going to use both."

Bleak October for Tractors, But Other Sales Improved

Tractor retail sales took a sharp drop in October, except for the healthy rise in under-40-hp units. Total for the year is now under the 1983 level. But sales of combines, conventional balers, forage harvesters and mower-conditioners improved. (October, 1983 sales were vastly different – up 16 per cent for tractors, with indicated implements down from 13 to 38 per cent.)

Unit Retail Sales

	October			January-October		
	1984	1983	Pct. Change	1984	1983	Pct. Change
Farm Wheel Tractors:						
2-wheel drive						
Under 40 hp	4,454	3,587	+24.2	44,617	40,673	+ 9.7
40-99 hp	3,425	3,822	−10.4	32,817	33,018	− .6
100-139 hp	1,191	2,235	−46.7	8,271	12,917	−36.0
Over 140 hp	1,862	2,308	−19.3	12,277	11,244	+ 9.2
Total 2-wheel drive	**10,932**	**11,952**	**− 8.5**	**97,982**	**97,852**	**+ .1**
4-wheel drive						
Under 200 hp	101	335	−69.9	1,266	1,698	−25.4
Over 200 hp	148	442	−66.5	2,074	2,468	−16.0
Total 4-wheel drive	**249**	**777**	**−68.0**	**3,340**	**4,166**	**−19.8**
Total All Tractors	**11,181**	**12,729**	**−12.2**	**101,322**	**102,018**	**− .7**
S-P Combines	2,188	2,100	+ 4.2	8,754	10,277	−14.8
Balers (under 200-lb. bales)	408	330	+23.6	7,778	8,642	−10.0
Forage Harvesters (shear-bar type)	661	650	+ 1.7	3,053	3,744	−18.5
Mower-Conditioners	708	578	+22.5	12,222	13,532	− 9.7

Tell Us What You Think!

Your view of the planned takeover of the IH ag division by J I Case is important.

Please take a moment and jot your thoughts on the special postage-paid survey form inside the front cover of this issue, and get it in the mail. I&T will report the survey results early next year.

AUCTION PRICES OF USED EQUIPMENT

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.

JONES FARM EQUIPMENT, INC. Dothan, Ala. October 9, 1984

ALLIS-CHALMERS TRACTORS
185 diesel, 1974 (Fair) 3300*
WD, 1950 (Rough) 200

DAVID BROWN TRACTORS
990 diesel, 1964 (Rough) 575
880 diesel, 1964 (Rough) 500
880 diesel, 1964 (Rough) 500

MASSEY-FERGUSON TRACTORS
2745 diesel, duals, 1979 (Good) 7950
1135 diesel, 1975 (Fair) 3700*
1130 diesel, 1968 (Fair) 3850
1105 diesel, 1974 (Fair) 3500*
1100 diesel, 1967 (Fair) 2600
1100 diesel, 1966 (Rough) 2000
1085 diesel, 1975 (Good) 4000
275 diesel, 1977 (Excellent) 6500*
265 diesel, 1976 (Good) 5500
265 diesel, 1975 (Fair) 4800
245 diesel, 1978 (Excellent) 5100*
188 diesel, 1975 (Rough) 1800
175 diesel, 1969 (Good) 3750
175 diesel, 1967 (Excellent) 4200
175 diesel, 1967 (Good) 3600
165 diesel, 1974 (Fair) 2875
165 diesel, 1970 (Good) 3900
165 diesel, 1968 (Fair) 2675*
165 diesel, 1966 (Rough) 1400
135 diesel, 1970 (Good) 3000
135, 1966 (Fair) 2050
130 diesel, (Rough) 1300
56 diesel, 1964 (Good) 2025
35, ldr., 1957 (Fair) 1400
25 diesel, 1964 (Good) 2500*
TE20, 1948 (Rough) 625*

FORD-FERGUSON TRACTORS
9N, 1946 (Excellent) 1500*
9N, 1944 (Good) 1025

FORD TRACTORS
TW30 diesel, cab, duals, 1980 (Excellent) 19,000
TW30 diesel, cab, duals, 1980 (Excellent) 19,000
8000 diesel, 1970 (Rough) 2675
8000 diesel, 1970 (Fair) 3650
7000 diesel, 1973 (Fair) 4750*
6700 diesel, 1981 (Excellent) 12,000
5000 diesel, 1968 (Rough) 2600*
4600 diesel, 1978 (Fair) 3350
4600 diesel, 1978 (Fair) 3600
2000, 1969 (Excellent) 4600*
2000 diesel, 1963 (Excellent) 2350*
2000 diesel, 1963 (Rough) 950*
861, 1959 (Excellent) 2500*
740, 1955 (Excellent) 1500
650, 1966 (Excellent) 2200
641, 1958 (Good) 1975
641, 1958 (Good) 2200*
641, 1958 (Rough) 1275
640, 1956 (Rough) 750
Maj. diesel, 1954 (Rough) 360
Sup. Dex., 1959 (Fair) 1475
Dexta, 1959 (Excellent) 2100
8N, 1952 (Good) 1525
8N, 1949 (Excellent) 1950
8N, 1948 (Fair) 850
8N, 1948 (Fair) 925
8N, 1948 (Good) 1400*
8N, 1948 (Good) 1350

INTERNATIONAL HARVESTER TRACTORS
856 diesel, duals, 1969 (Rough) 3300*
674 diesel, 1977 (Good) 4400
554 diesel, 1977 (Rough) 2300
504 diesel, 1963 (Fair) 1250
464 diesel, 1973 (Fair) 2900*
424 diesel, 1967 (Excellent) 2650
B414, 1964 (Good) 1950
B414 diesel, 1962 (Good) 1400*
B414 diesel, 1962 (Rough) 550
400, 1955 (Rough) 400*
Sup. A, 1954 (Good) 1000
Sup. A, 1954 (Fair) 600
A, cutter, 1944 (Good) 420
Cub, 1948 (Fair) 675

JOHN DEERE TRACTORS
6030 diesel, 1974 (Good) 7000*
5020 diesel, duals, 1968 (Rough) 3000*
4020 diesel, duals, 1967 (Good) 5000*
4010 diesel, 1962 (Rough) 1600
4010 diesel, 1962 (Good) 3500
2640 diesel, 1977 (Excellent) 6100
2640 diesel, 1977 (Excellent) 6600*
2010 diesel, 1963 (Fair) 1300*
820 diesel, 1973 (Fair) 2050
420, 1956 (Rough) 700

LONG TRACTORS
560 diesel, (Good) 3150
560 diesel, (Fair) 2000
360 diesel, (Excellent) 3800

KUBOTA TRACTOR
B6200 diesel, mo., 1984 (Excellent) 3500

OLIVER TRACTORS
1850 diesel, 1968 (Rough) 1300*
1365 diesel, 1975 (Good) 2100*
1250 diesel, 1965 (Fair) 1150*

WHITE TRACTORS
2-150 diesel, duals, cab, 1976 (Good) 6100
2-150 diesel, 1976 (Good) 5000*

ZETOR TRACTOR
6011 diesel, Crystal (Rough) 1150

YODER & FREY, INC. Archbold, Ohio October 9, 1984

INTERNATIONAL HARVESTER TRACTORS
C, 1949 (Rough) 700
Sup. C, 1950 (Fair) 850*
A, cult., 1944 (Fair) 650
A, 1945 (Fair) 650
Cub, ... 650
Cub, (Good) 660
SH, 1953 (Good) 1600
M, 1949 (Rough) 560
M, 1950 (Fair) 650*
M, 1946 (Rough) 550*
M, ... 625
M, 1947 (Rough) 500*
Sup. M, 1951 (Fair) 650*
Sup. MTA, 1951 (Fair) 1200*
250 diesel, (Fair) 1435
340, 1959 (Fair) 1700*
460, 1960 (Rough) 825*
460, ... 680
460, 1959 (Good) 1400
560, (Good) 1500
560, 1960 (Good) 1800
560, 1962 (Good) 1850
544, ldr., 1969 (Good) 5450*
574, 1975 (Good) 4400
656 diesel, 1970 (Rough) 3700*
656, 1969 (Fair) 3300
656, 1968 (Good) 4500*
706, 1965 (Fair) 2950*
706, 1963 (Good) 2950*
756, 1969 (Good) 6200*
756, 1970 (Fair) 3300*
806 diesel, 1962 (Rough) 1700*
806, 1956 (Fair) 3800*
806 diesel, 1965 3450
806, 1963 (Fair) 2400
826 diesel, 1970 (Fair) 4250
856 diesel, 1967 (Fair) 5000*
856 diesel, 1970 (Fair) 4100*
856 diesel, 1967 (Fair) 5800*
966, 1974 (Good) 7600*
966 diesel, 1975 (Good) 7800*
966, 1978 (Good) 10,800*
966, 1978 (Good) 12,200*
1066, 1975 (Fair) 7000
1066, 1974 (Fair) 5700*
1066, 1974 (Fair) 6800*
1066 diesel, 1975 (Good) 7700*
1086, 1974 (Good) 7700
1086, 1976 (Good) 11,250*
1086, 1978 (Good) 13,400*
1206 diesel, 1963 (Fair) 4500*
1206, 1964 (Fair) 4900
1466, 1969 (Fair) 6700*
1466, 1976 (Good) 7450
1486, 1979 (Good) 12,500*
1566 diesel, 1972 (Fair) 7100*
1566, 1971 (Good) 6500*
1566, 1975 (Good) 9500*

JOHN DEERE TRACTORS
A, 1952 (Rough) 550*
B, 1947 (Good) 850
G, 1948 (Fair) 450*
40, cult., ... 525
60, 1955 (Fair) 860
70, 1955 (Fair) 750
70, 1966 (Good) 960
70, 1956 (Rough) 925*
730 diesel, 1958 (Fair) 2050
730 diesel, 1959 (Fair) 850*
2010, 1964 (Fair) 1800*
2010, 1963 (Rough) 1900*
2010, 1962 (Fair) 1900
2010 diesel, 1962 (Good) 2200*
2510, 1967 (Fair) 3600
3010 diesel, 1963 (Rough) 2200*
3010 diesel, 1964 (Fair) 3000*
3020, 1964 (Good) 3000
3020 diesel, 1967 (Excellent) 6550
4000, 1972 (Good) 6400*
4000, 1973 (Good) 6500*
4010 diesel, 1964 (Fair) 3500*
4010 diesel, 1964 (Good) 4075
4020 diesel, 1967 (Rough) 4500*
4020 diesel, 1966 (Fair) 5650*
4020 diesel, 1965 (Good) 5800*
4020 diesel, 1968 (Good) 6500
4020, 1967 (Fair) 3850*
4020 diesel, 1966 (Fair) 5400*
4020 diesel, 1965 (Good) 5700*
4230 diesel, 1975 (Good) 7600*
4230 4x, 1975 (Fair) 8000*
4230 diesel, 1975 (Good) 8650*
4430 diesel, 1974 (Good) 13,000*
4430 diesel, 1976 (Good) 11,200
4430 diesel, 1973 (Rough) 8000*
4520, cab, 1970 (Fair) 6000
4520, 1970 (Fair) 5575
5020 diesel, 1969 (Fair) 4450
5020 diesel, 1969 (Fair) 4600
7020 diesel, 1958 (Fair) 1100*
7520 diesel, 1969 (Fair) 11,250*

DAVID BROWN TRACTORS
DB 950, 1966 (Rough) 600*
DB 990, 1967 (Fair) 2000*
DB 1200 diesel, 1968 (Fair) 2500*

WHITE TRACTORS
2-85 diesel, 1976 (Fair) 7000*
2-1350, 1979 (Fair) 13,000*
Z-35, 1980 (Good) 5000

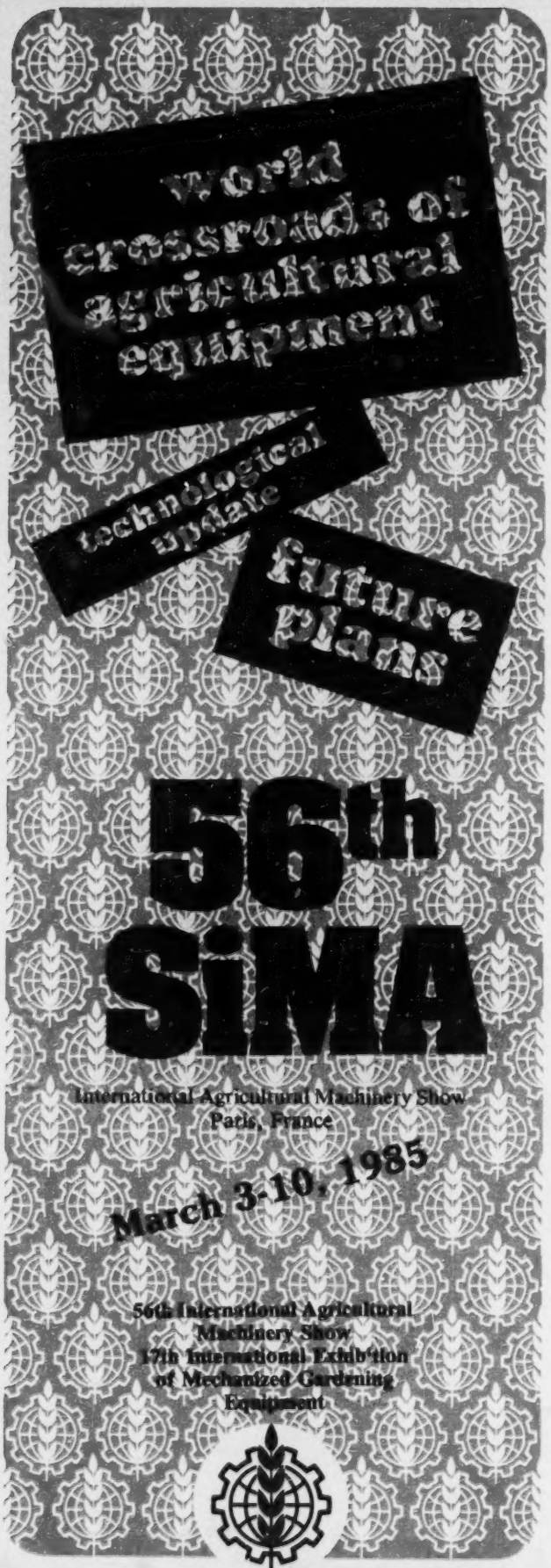
FORD TRACTORS
8N, 1947 (Fair) 850*
8N, 1946 (Fair) 1050*
8N, 1950 (Rough) 1050*
8N, 1947 (Fair) 1100*
8N, 1946 (Rough) 950*
9N, 1942 (Good) 900*
9N, 1946 (Rough) 1100
9N, 1950 (Rough) 950*
9N, 1943 (Rough) 900*
9N, 1944 (Rough) 950
9N, 1946 (Rough) 950*
9N, 1942 (Rough) 900*
NAA, 1950 (Good) 2000
800, 1957 (Rough) 1600*
800, 1957 (Good) 2350
800, 1957 (Rough) 1500
801, 1957 (Rough) 1125
901 diesel, 1955 (Fair) 1250
4000, 1964 (Rough) 1025*
4000, 1965 (Rough) 2100*
8000, 1973 (Fair) 4150*
8000, 1973 (Fair) 3600*
8000, 1973 (Fair) 4500*
8600 diesel, 1975 (Good) 6900*
Jub., 1953 (Fair) 2000*
Jub., 1953 (Rough) 1600*
Jub., 1953 (Rough) 1700*
971 diesel, 1957 (Rough) 600
3400, ldr., (Rough) 2600

COCKSHUTT TRACTOR
570, (Fair) 700*

FERGUSON & MASSEY-FERGUSON
TO-20, 1945 (Fair) 725*
30, 1950 (Fair) 1135*
35, 1953 (Fair) 1750
35, 1960 (Rough) 2100*
50, 1961 (Rough) 1675
85, 1962 (Rough) 1185
165, 1969 (Rough) 2700*
175 diesel, 1971 (Rough) 3000*
180 diesel, 1968 (Fair) 3225
275, 1977 (Fair) 5350
1080 diesel, 1970 (Rough) 3000
1100 diesel, 1972 (Fair) 2950
1100, 1967 (Rough) 2600*
1135 diesel, (Fair) 6500*
1805, 1974 (Rough) 8000*
Sup. 90, 1965 (Rough) 1175*
1150 diesel, 1971 (Fair) 4000*

MINNEAPOLIS-MOLINE TRACTORS
445 diesel, 1962 (Rough) 650*
M-670, (Rough) 700*

(More...)



Write in (8) on Reply Card

Auctions *(continued)*

ALLIS-CHALMERS TRACTORS

B	340
B, 1942 (Rough)	300*
CA	475
CA, 1949 (Fair)	1125
WC, 1940 (Rough)	320
WD, 1940 (Fair)	200*
WD-45	680
D-14	485
160, 1968 (Fair)	3000*
185 diesel, 1976 (Good)	4250*
185 diesel, (Fair)	5100*
190 diesel, 1964 (Rough)	2450*
190XT diesel, 1967 (Fair)	4100*
200 diesel, 1972 (Fair)	3900*
200 diesel, 1972 (Good)	5400
7040 diesel, 1977 (Good)	8000*

OLIVER TRACTORS

70	100
77, 1950 (Fair)	450*
88	800
S88	1125
1755, 1973 (Good)	4600*
1800, 1962 (Fair)	2300
1800 diesel, 1961 (Rough)	1600*
1800, 1961 (Rough)	1300*
1800 diesel, 1961 (Fair)	1700*
1800, 1961 (Fair)	1950*
1850, 1964 (Fair)	1400*
1850, 1965 (Fair)	2500
1850, 1963 (Fair)	2575
1950 T, 1965 (Fair)	4600*
2150 diesel, 1966 (Fair)	4050*

CASE TRACTORS

DC	200
SC, 1945 (Rough)	375
430, 1965 (Fair)	1150*
730, 1967 (Excellent)	1375
930, 1966 (Good)	1800*
930, 1965 (Fair)	2800*
930 diesel, 1967 (Fair)	2950*
930 diesel, 1968 (Fair)	2000*
1030 diesel, 1969 (Good)	3200*
1070 diesel, 1973 (Rough)	5100*
1370, 1976 (Fair)	8600*
1470 TK, 1972 (Rough)	4650
2090 diesel, 1979 (Good)	12,000*
2670, 1975 (Fair)	10,500*

DEUTZ TRACTOR

50-60, (Fair)	3600*

ENLOW AUCTION CO.
Tulsa, Okla.
Oct. 13, 1984

ALLIS-CHALMERS TRACTORS

WD-45, 1955 (Good)	700
D-15, plow, 1963 (Fair)	1400*
D-17, ldr., 1962 (Fair)	2000*
7000 diesel, cab, 1976 (Good)	7000
7060 diesel, cab, 1976 (Good)	6250

CASE TRACTORS

LA, 1953 (Fair)	275*
VAC, 1954 (Fair)	250
1030 diesel, 1966 (Good)	3250*
530 diesel, backhoe 1963 (Good)	4600

FERGUSON TRACTORS

TE-20, 1948 (Good)	1200
TO-20, 1950 (Rough)	800
TO-30, 1951 (Good)	1475
40, 1957 (Good)	2375

FORD TRACTORS

9N, 1943 (Rough)	650*
9N, 1944 (Good)	1050*
9N, 1944 (Fair)	850
9N, 1945 (Good)	1025
9N, ldr., 1945 (Good)	1150
9N, 1946 (Good)	1075
9N, 1946 (Good)	1350
9N, 1947 (Good)	1500
8N, 1947 (Fair)	1075
8N, 1947 (Good)	1250
8N, 1948 (Good)	1475
8N, 1948 (Good)	1200*
8N, 1949 (Good)	1300
8N, 1949 (Fair)	1075*
8N, 1949 (Good)	1475
8N, ldr., 1950 (Good)	1250*
8N, 1951 (Good)	1525
8N, 1951 (Good)	1300
8N, 1951 (Fair)	1150
8N, 1952 (Good)	1275
NAA, 1953 (Fair)	1550
NAA, 1953 (Good)	1975
NAA, 1953 (Fair)	1575*
NAA, 1954 (Good)	2100
600, 1955 (Good)	2000
641, 1958 (Good)	2150*
641, 1959 (Fair)	1850*
641, 1959 (Good)	2250
801, Select-O-Speed, 1958 (Good)	1650*
841, 1960 (Good)	2400
841, ldr., 1960 (Rough)	1250*
901, Select-O-Speed, 1957 (Good)	1650
Major diesel, 1956 (Fair)	1000
2110, ldr., 1965 (Fair)	2500
3000 diesel, 1968 (Good)	3200
3000 diesel, 1972 (Good)	3400*
3000 diesel, reel mower, 1972 (Good)	4000*
3400 forklift, 1968 (Good)	4150*
4000 diesel, 1967 (Good)	3300*
4000 diesel, 1968 (Good)	3250*
4110, 1966 (Fair)	3000*
4110, 1966 (Fair)	3100*
5000 diesel, 1968 (Good)	3750
8000 diesel, 1967 (Fair)	4250

INTERNATIONAL HARVESTER TRACTORS

Super A, 1950 (Good)	950
Super C, 1953 (Fair)	500
Super C, 1952 (Good)	700*
Cub Loboy, 1967 (Good)	1750*
245 diesel, 1959 (Fair)	1000
344 diesel, 1963 (Good)	1850
354 diesel, 1967 (Good)	3100
384 diesel, 1976 (Fair)	3200*
574 diesel, ldr., 1977 (Good)	5350
674 diesel, 1973 (Good)	4500*
706 LP, 1964 (Fair)	2800*
2400 diesel, backhoe, 1970 (Good)	5000
2404 diesel, ldr., 1969 (Good)	4900
2444, 1965 (Good)	2900
2444 diesel, ldr., 1969 (Good)	4500*
TD-9 diesel, dozer, 1962 (Good)	5450*

JOHN DEERE TRACTORS

70, 1953 (Fair)	850*
2010 diesel, 1961 (Good)	2175
2010 diesel, dozer, 1963 (Fair)	2500
2020 diesel, 1969 (Good)	4550*
3020 diesel, 1968 (Good)	5300
4010 diesel, 1962 (Good)	4050*
4020 diesel, 1968 (Good)	5200
4020 diesel, 1970 (Good)	5850*
2130 diesel, cab, 1972 (Fair)	3500*
302, 1967 (Fair)	2250*
950 diesel, 1981 (Good)	5850
400 diesel, backhoe, 1968 (Good)	4850*

MASSEY-FERGUSON TRACTORS

35 diesel, 1961 (Fair)	1450*
50, ldr., 1959 (Good)	2375
50, 1962 (Good)	2500*
65, 1958 (Fair)	2150
65 diesel, 1958 (Good)	2300
65 diesel, 1960 (Good)	2550*
65, 1961 (Fair)	2300
65 diesel, 1961 (Good)	2700*

(More...)

Auctions *(continued)*

65 diesel, 1962 (Good) 2650
65 diesel, 1963 (Good) 3050
135 diesel, 1966 (Good) 3300
135 diesel, 1967 (Fair) 3000
135 diesel, 1969 (Good) 3500*
135 diesel, 1970 (Good) 3500*
2135, 1968 (Good) 3475
2135, ldr., 1967 (Good) 4100*
150 diesel, 1966 (Good) 3250
150 diesel, 1968 (Good) 3400
165 diesel, 1965 (Good) 3350*
165 diesel, 1965 (Rough) 2525
165 diesel, 1968 (Good) 3425*
165 diesel, 1970 (Good) 3700
175 diesel, 1969 (Good) 3600
180 diesel, 1966 (Good) 3400
180 diesel, 1967 (Good) 3200*
180 diesel, 1967 (Fair) 3025
180 diesel, 1968 (Good) 3700
180 diesel, 1968 (Fair) 3000
245 diesel, 1977 (Good) 5950
245 diesel, 1978 (Good) 5700*
255 diesel, 1979 (Good) 6000
275 diesel, 1976 (Good) 5850*
285 diesel, 1979 (Fair) 6250*
1080 diesel, 1969 (Fair) 3000
1080 diesel, 1969 (Good) 3800
1085 diesel, 1974 (Good) 5700
1100 diesel, 1968 (Good) 3600
1130 diesel, cab, 1967 (Good) 3800
1135 diesel, 1976 (Fair) 4200*
2675 diesel, cab, 1979 (Fair) 7500*
308 diesel, ldr., 1981 (Excellent) ... 8200
40 diesel, backhoe, 1968 (Good) ... 5500
6500 diesel, forklift, 1979 (Good) 11,000

MINNEAPOLIS-MOLINE TRACTORS
302, ldr., 1967 (Good) 1850
670, 1966 (Good) 2100*

OLIVER TRACTOR
550, 1960 (Good) 2000

WHITE TRACTORS
4-150 diesel, 1974 (Good) 5750
4-150 diesel, 1974 (Good) 5600*

Wheel Tractors, Attachments and Parts, Value of Shipments, 1979-1983

(In thousands of dollars)

	1983	1982	1981	1980	1979
Wheel Tractors, Farm Type	1,720,680	2,215,466	3,066,418	2,761,480	2,901,693
Wheel Tractors, Non-Farm	95,482	80,404	97,257	115,154	165,506
Attachments for Wheel Tractors, Farm and Non-Farm	10,350	24,037	44,965	48,066	69,353
Parts for Wheel Tractors, Farm and Non-Farm	193,702	246,970	421,320	469,505	255,726
Wheel Tractor Chassis, Shipped as Part of Shovel Loader/Backhoe	396,454	234,388	315,639	306,736	351,306
TOTALS	**2,416,668**	**2,801,265**	**3,945,599**	**3,700,941**	**3,743,584**

Source: U.S. Dept. of Commerce, Bureau of the Census, Current Industrial Reports, Tractors (M35S).

Farm Machinery and Garden Equipment, Attachments and Parts, Value of Shipments, 1979-1983

(In thousands of dollars)

	1983	1982	1981	1980	1979
Planting, Seeding and Fertilizing Machinery	449,458	673,080	802,378	680,743	652,944
Harrows, Rollers, Pulverizers, Stalk Cutters	341,610	360,522	552,491	555,377	601,262
Plows	128,218	151,887	233,199	245,875	273,496
Harvesting Machinery	1,478,203	2,069,585	2,579,889	2,207,075	2,133,516
Haying Machinery	524,708	545,099	711,748	778,199	674,621
Farm Dairy Machines and Equipment	118,543	110,656	159,961	143,372	134,301
Sprayers and Dusters	228,757	257,882	248,491	254,088	245,368
Farm Elevators and Blowers	72,576	112,436	117,986	140,809	173,492
Cultivators and Weeders	136,455	202,153	235,994	275,793	275,519
Machines for Preparing Crops for Market or Use	186,345	282,420	319,425	340,083	384,916
Farm Poultry Equipment	103,706	110,409	144,939	174,931	223,333
Hog Equipment	50,094	41,946	41,530	63,951	120,728
Other Barn and Barnyard Equipment	183,199	202,249	257,298	274,220	306,942
Farm Wagons, Other Farm Transportation Equipment	153,347	172,989	212,087	207,105	276,557
Irrigation Systems	316,896	241,395	349,237	308,974	234,412
Commercial Turf, Mowing Equipment	227,189	199,246	191,147	200,666	119,189
Other Turf, Grounds Care Equipment	39,197	38,543	40,743	35,430	33,008
Consumer Nonriding Lawn, Garden, Snow Equipment	1,337,362	1,283,718	1,167,768	1,374,557	1,444,126
Consumer Riding Lawn, Garden, Snow Equipment	1,061,548	964,550	899,576	953,403	1,047,080
TOTALS	**7,137,411**	**8,020,765**	**9,265,887**	**9,215,006**	**9,354,810**

Source: U.S. Dept. of Commerce, Bureau of the Census, Current Industrial Reports, Farm Machinery and Lawn and Garden Equipment (MA-35A).

Shipments of Farm Machines and Equipment

(in units, 1979-1983)

Type of Farm Equipment	1983	1982	1981	1980	1979
Balers, hay (all types):					
Bales under 200 lbs.	6,681	10,130	15,936	17,065	20,867
Bales over 200 lbs.	18,337	14,302	23,213	32,446	31,443
Blowers (includes forage type, combination grain-forage type)	3,825	3,674	6,771	9,752	11,526
Cabs (metal), farm tractor	16,347	19,674	10,597	10,565	49,259
Cabs, other equipment	3,471	4,739	6,269	4,051	4,648
Combines, grain, pull-type and self-propelled	13,673	22,726	32,062	28,502	32,400
Corn heads	4,368	7,228	17,107	14,601	20,052
Cotton strippers (all types)	NA	NA	NA	2,566	1,279
Cultivators, corn and cotton types	8,510	14,622	25,957	28,726	37,939
Cultivators, field:					
Pull-type	5,599	6,493	9,385	14,897	19,520
Mounted	2,252	2,024	3,044	5,257	4,731
Cultivators, rotary:					
Ground driven, sections and machines	5,041	9,986	15,025	20,355	16,480
Ground driven, integrally mounted					11,466
Power driven			456	486	700
Cultivators and weeders, other	17,238	24,347	30,936	47,727	39,153
Cutters and shredders or rotary mowers (pto):					
Flail-type	17,499	11,451	9,541	12,149	12,747
Horizontal blade-type	84,191	68,433	66,944	75,677	95,045
Diggers, peanut (shakers and windrowers but not combines)	1,055	974	685	1,233	1,847
Combines, peanut			270	880	1,632
Distributors (fertilizer):					
Dry	6,994	7,157	6,129	6,254	11,754
Liquid	6,105	5,952	8,841	10,070	7,196
Anhydrous Ammonia	1,697	3,104	6,094	6,693	7,178
Dryers, grain, hay and seed batch type, pto or electric-motor operated	1,274	4,347	5,413	7,899	9,809
Continuous flow-type	452	835	1,348	1,419	1,755
Heated air units	7,361	22,178	12,553	14,983	21,573
Dusters, power, all types	563	493	859	794	727
Elevators, portable:					
Single chain	2,721	3,307	5,507	7,316	8,224
Double chain	2,218	2,998	3,074	6,680	9,446
Auger-type, under 6-in. dia.	10,255	13,874	17,607	25,725	35,585
Auger-type, 6-in. dia.	6,191	7,891	8,373	27,885	56,809
Auger-type, over 6-in. dia.	10,463	18,354	17,537	23,809	59,658
Elevators, stationary and other	32,762	97,680	89,034	33,268	38,734
Fans, crop drying and aeration	16,558	37,263	27,452	26,162	51,441
Grain drills, fixed-frame, all types	10,043	17,331	21,861	19,448	NA
Grain heads for combines	14,286	24,656	48,656	46,162	50,177
Grinder-mixers, stationary and portable	4,987	4,653	8,031	14,152	18,888
Harrows, disk	23,950	27,448	51,639	67,676	85,375
Harrow sections (spike-, spring-, tine-tooth and power)	42,202	59,404	75,246	96,893	120,695
Harvesters, beet	139	244	289	246	111
Harvesters, forage, field, shear-bar type, self-propelled and pull	4,406	5,316	7,309	12,761	14,006
Attachments for shear-bar type, pickup and cutter-bar hay units	6,500	6,189	8,999	9,785	10,398
Row crop units, all sizes	4,476	5,707	6,857	11,800	13,578
Flail-type, including discharge spouts	951	1,049	2,259	3,062	3,080
Harvesters, potato	302	342	387	258	362
Harvesting machinery, other	3,162	5,031	7,816	8,108	11,972
Levelers or scrapers	4,971	4,089	6,122	6,931	165,346
Loaders, field, for baled hay	2,000	2,929	2,868	6,457	6,890
Loaders, tractor mounted, farm	19,355	17,243	23,322	36,547	69,294
Mills, feed, farm size (includes grinders and crushers of the hammer, burr or roller types	3,334	4,206	6,481	8,035	11,077
Mixers, feed, farm size	2,148	2,293	3,094	3,162	4,108
Mowers, cutter bar-type	4,515	6,550	7,687	8,586	8,435
Mower-conditioners, self- propelled and pull-type	15,048	20,051	31,059	38,071	35,039
Planters, corn and cotton, all types	34,530	108,394	163,096	156,482	NA
Planters, row crop units (quantity in number of rows)					36,887
Plows, chisel or sweep type:					
Pull-type	3,833	4,910	6,738	14,313	15,455
Mounted	2,384	4,061	4,618	6,094	9,703
Plows, disk-chisel combination	4,062	4,105	6,059	3,195	NA
Plows, disk, 1-way, 2-way (harrow, cylinder, great plains, all sizes)	2,360	3,010	4,832	8,302	NA
Plows, subsoiler					8,321
Plows, terracing and ditching	1,057	1,039	1,756	2,383	2,308
Plows, moldboard					
Pull-type, one-way	551	998	2,503	3,263	3,873

(More...)

Shipments *(continued)*

Type of Farm Equipment	1983	1982	1981	1980	1979
Mounted, 1-way	2,460	3,081	6,111	8,680	13,224
Semi-mounted, 1-way	1,541	2,197	11,485	11,817	18,883
Pull-type and mounted, 2-way	1,212	2,262	3,297	2,999	3,577
Plows, other (except snow)	3,706	5,482	4,654	6,111	2,610
Rakes, hay, side-delivery,	7,266	10,089	13,615	19,707	19,121
Sprayers, field and row crop type:					
Power, self-propelled	1,202	2,305	2,010	3,516	4,257
Power, tractor-mounted	17,999	18,589	24,250	25,549	31,089
Power, non-tractor-mounted	4,937	5,197	8,898	14,089	16,810
Sprayers, power, not field or row crop type	5,246	6,660	6,203	7,444	6,896
Sprayers, power, air-carried	4,436	5,742	6,996	6,286	9,856
Spreaders, manure:					
Conveyor type	9,177	9,067	11,802	17,029	16,586
Tank type	2,274	2,533	4,540	7,188	8,772
Stackers, throwers, for hay	3,259	3,722	8,584	1,175	1,806
Tillage equipment, combination roller/harrows, disk or coulter, field cultivators, disk or coulter/spring tooth	3,238	3,325	6,356	8,193	8,527
Tool bars, basic units, pull, mounted	1,267	3,446	4,416	4,277	7,246
Tractors, tracklaying type	7,247	7,159	15,789	18,208	19,812
Tractors, wheel					
Farm type	45,966	64,784	118,209	118,240	159,973
Non-farm type	5,924	5,323	7,480	10,029	18,452
Transplanters and broadcast seeders	17,298	21,308	23,854	20,872	43,672
Wagons, farm type, chassis only, and trailer gear	26,858	24,880	42,249	46,642	53,247
Wagon boxes and racks for mounting on wagons and trailer gear					
Manual unloading or dump	10,454	9,675	14,621	16,998	23,342
Gravity unloading, grain type	5,807	9,361	13,506	24,028	39,377
Power unloading	10,040	10,310	14,864	18,038	19,950
Wagon boxes with integral running gear	2,828	3,385	5,559	5,737	8,136
Windrowers for grain, pull-type	502	848	NA	828	819
Windrowers for hay, self-propelled	NA	NA	NA	7,163	5,841

In some cases, I&T has combined data because of space limitations. If you need more information from MA-35A, write us.
DATA: Current Industrial Reports, Series MA-35A, Bureau of the Census.
NA—Not available or not applicable.

Industry in Motion

The **Farm Equipment Div., Lear Siegler Inc.,** Wahpeton, N.D., has appointed John P. Kehrwald as vice-president, engineering.

Denny Turnwald has been named farm show manager for **Unverferth Mfg. Co., Inc.,** Kalida, Ohio.

Mid-West Co., Burr Ridge, Ill., has appointed Fred Bolling as vice-president, sales.

Farmhand, Inc., has moved its corporate offices from Hopkins, Minn., to 6421 Hazeltine Blvd., Excelsior, Minn. 55331, phone 612-474-1941. Farmhand's manufacturing facilities are located in Grinnell, Iowa.

Rexnord has purchased the assets of **Canadian Adhesives, Ltd.,** for an undisclosed amount of cash. Canadian Adhesives is a Montreal-based manufacturer and marketer of adhesives, sealants, waterproofing and wood preservative products for the industrial and consumer market. It will become part of Rexnord's chemical products business.

Pearson Bros., Galva, Ill., manufacturer of tanks, liquid manure spreaders, pumps, and liquid fertilizer injection applicators, has been bought by Gerald Gidwitz, who has renamed the firm **Pearson Co.** James Stearns is new president and CEO, James Shook is administrative vice-president, Wayne Powell heads marketing and Harry Knuppel manages manufacturing. The company has opened a perforated metals division and purchased a seed cleaner line.

Brillion Iron Works, Brillion, Wis., a unit of Beatrice Co., Chicago, Ill., will be sold to **Robins Group,** San Diego, Calif., for $32.5 million, according to a signed letter of intent.

Parker Hannifin Corp., Cleveland, Ohio, has purchased GNP/K-LON Corporations, Illinois-based manufacturers of PTFE (Teflon) sealing devices, for approximately $4 million cash.

Don Jorgensen is new president of **Kuker Industries,** Omaha, Neb., and Jim Weaver is new national sales manager.

Fred Rollins has been named to head up new market development for **Rome Industries,** Cedartown, Ga.

Donald F. Lomen is the new marketing services manager for the **Portable Elevator Div., Dynamics Corp. of America.**

Charles M. Stomieroski has been appointed director of marketing for **Waukesha Engine Div., Dresser Industries,** Waukesha, Wis.

One of the winners of the 1984 Peat Marwick/*Crain's Illinois Business* High Tech Entrepreneur Awards is **Robert C. Lanphier, III, Dickey-john Corp.**

Dave Richards has been appointed technical representative in Washington, Montana and areas of Idaho by **Parker Hannifin Fluidpower Group.**

Bunton Co., Louisville, Ky., and **Deere & Co.,** Moline, Ill., have reached an agreement under which Deere acquires a 20 per cent interest in Bunton. A privately-held firm, Bunton manufactures commercial mowers in the 24- to 61-inch range.

ITALIAN EQUIPMENT ON THE U.S. MARKET: A GROWING PRESENCE

Commerce Dept. statistics reveal strong increase in imports from that country.

BULLETIN:

According to latest data from the U.S. Dept. of Commerce, imports of farm equipment, including tractors and parts, came to $125 million in the first nine months of 1983, establishing a new record. The previous record was $101 million for the full year of 1981.

■LET'S take a look at the Italian presence on the U.S. farm equipment scene. We've got some interesting numbers, thanks to import statistics from the U.S. Dept. of Commerce's Office of Capital Goods.

The United States has been a good market for Italian farm equipment for many years, and it is apparent that the market is growing.

In 1975, farm equipment imports from Italy came to $33 million. They have been moving up since then, though never in a straight line, hitting $78 million in 1979 and floating between $95 million and $101 million in the following four years.

And in the first half of this year, imports from Italy took another upward jump, topping $78 million. Unless activity has fallen off drastically in the last half of this year, a new record will have been set.

What products head the list? Top of the line by far is tractor parts—$41 million in 1982, $51 million in 1983 and $47 million in the first half of this year. This level of supply suggests that over the years, Italian component makers have established a substantial place for themselves among U.S. manufacturers.

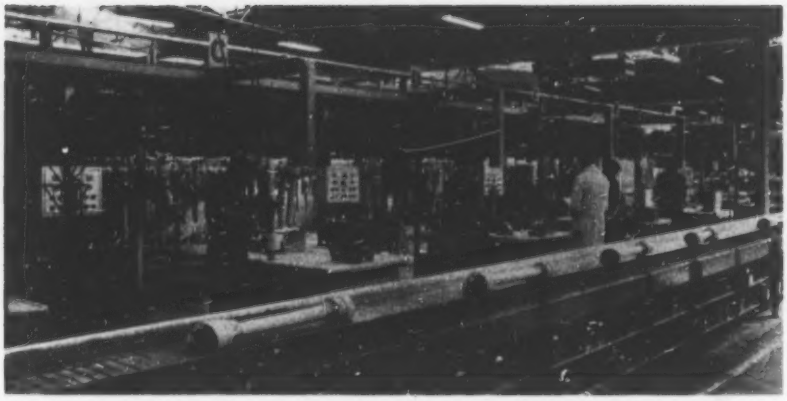
In addition, American manufacturers have, over many years, imported substantial quantities of complete tractors from Italy, which have been branded and marketed as

(More...)

TRACTOR IMPORTS FROM ITALY Jan., 1980 to June, 1984

Year	Under 20 HP	20-29 HP	30-39 HP	40-79 HP	80-99 HP	Over 100 HP	Total Ag Wheel Tractors	Others, incl. garden, rototiller types	Total Tractor Value in Thousands
1980	33	31	211	2,011	55	189	2,530	727	$25,984
1981	134	10	632	1,839	430	341	3,286	173	36,304
1982	26	19	372	1,399	369	863	3,048	69	42,702
1983	55	35	67	1,598	357	236	2,338	2,805	28,123
1984*	60	...	27	882	339	30	1,338	150	14,198

*First six months.
Source: U.S. Dept. of Commerce, International Trade Administration, Office of Capital Goods and International Construction



The universal joint was first developed by a 16th Century Italian, Gerolamo Cardano. Bondioli & Pavesi of Suzzara, Italy, has become an important supplier of ag drive shafts from this plant to North America.

part of the company's line. Allis-Chalmers and Oliver (now White) are examples. Replacement parts for these units regularly go into the manufacturers' distribution systems.

Tractors

But until recent years, not many Italian tractors were seen in the U.S. under their own colors. SAME & Lamborghini, a world pioneer in front-wheel drive and air-cooled diesel engines in tractors, opened an office in New York and began building a market in the 1970s.

Hesston, which became a partially owned subsidiary of Fiat, the Italian industrial giant, in 1977, introduced the Fiat tractor line in 1981. The brand on current models is Hesston Fiatagri.

Massey-Ferguson acquired Landini in 1960 and has used it as a supplier of some models for its North American markets under MF colors. In 1982, MF established a special sales office at Columbus, Ohio, to sell Landini tractors, branded as such, through the MF system on a different contractual basis.

Take a look at the table. It shows what has been happening with regard to Italian tractor imports over a 54-month span. For instance:

Inflow of tractors over 100 horsepower jumped substantially between 1980 and 1982 as Hesston began filling its pipelines with the Fiat line. But the well-documented buildup in industry inventories of big tractors suggests that orders have been cut back in that horsepower area.

Italian tractor sales in the U.S. focus on the 40-to-79 horsepower group. The rate of imports for these sizes has ranged from 1,400 to 2,000 units a year through the 1980s. If the marketers of these Italian tractors have been able to keep retail sales up with import levels, they have been getting about a 4.4 to 5.2 per cent share of market over the 30 months ending last June 30.

Dollar value of tractor imports from Italy to the U.S. peaked at $42 million in 1982 as the flow of big tractors was high. The total fell by a third last year as importers cut back on big tractors while moderately increasing the inflow of medium sizes. Also last year, 2,805 units classified as including garden and rotary tiller types came in, but these averaged under $1,100 in value, according to the Commerce Dept. data.

In the first half of this year, the movement of big tractors had declined sharply—to 30 units—but total value of tractor imports was holding steady.

Other farm equipment

If you subtract tractors and tractor parts from the total of Italian imports, you get a modest but increasing level of activity: $12 million in 1982, $20 million in 1983 and $16 million the first half of this year.

Unfortunately, government import numbers are not as thoroughly broken down for types of farm equipment as they are for tractors. The bulk of the $16 million in such imports in the first half of this year are thus described as "agricultural machines not elsewhere specified ($4.2 million)" and parts for such unspecified machines ($5.4 million).

By observation, it seems to I&T that these numbers contain such items as small air-cooled diesel engines for agricultural use, powered tillers, horticultural lines, and specialized orchard and vineyard equipment. I&T

Typical application of Italian componentry on U.S. equipment: An 18.5-hp diesel, built by Lombardini for Briggs & Stratton, powers this Allis-Chalmers garden tractor.